

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Frank Addante	Art Unit :	3622
Serial No. :	09/757,389	Examiner :	Arthur D. Duran
Filed :	January 8, 2001	Conf. No. :	6110
Title :	SYSTEM AND METHOD FOR REPORTING WEBSITE ACTIVITY BASED ON INFERRED ATTRIBUTION METHODOLOGY		

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF DECEMBER 16, 2010

Please amend the above-identified application as detailed below and consider the following remarks.